

COLGATE & COMPANY JERSEY CITY PLANT: OFFICE BUILDING

HAER No. NJ-71-A

~~(Colgate-Palmolive Company Jersey City Plant: Office Building)~~

105 Hudson Street

Jersey City

Hudson County

New Jersey

HAER

NJ

9-JERC1,

18A-

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

HISTORIC AMERICAN ENGINEERING RECORD

Northeast Area Office

National Park Service

U.S. Custom House

200 Chestnut Street

Philadelphia, PA 19106

HISTORIC AMERICAN ENGINEERING RECORD

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Location: 105 Hudson Street, Jersey City, New Jersey
USGS Quadrangle: Jersey City, New Jersey - New York
UTM Coordinates: 18.581490.4507490

Present Owner/Occupant: Colgate-Palmolive Company
300 Park Avenue
New York, New York 10022

Present Use: Demolished 1988.

Significance: The ten-story office building at 105 Hudson Street served as the corporate headquarters of Colgate & Company from 1910 to 1930, and of Colgate-Palmolive-Peet from 1933 to 1956. Located in the Exchange Place area of Jersey City, the structure was immediately north of the company's large Jersey City manufacturing plant, managed from the office building before and after the corporate headquarters moved to Manhattan in 1956. The steel-framed, masonry-clad building is characteristic of early 20th century institutional design which utilized classical features, and is one of several such structures built in the Exchange Place area at this time. Most classicized features on the original eight story building were confined to exterior masonry, and some vestibule and lobby features. When recorded in 1987, the exterior survived intact, with the addition of two stories built 1933-34. Some vestibule and lobby ornament built c1910 or 1934 also remained in 1987, but the interior was otherwise heavily modified by numerous office rearrangements from c1934-1985.

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Part I. HISTORICAL INFORMATION*

A. Physical History:

1. Date(s) of erection: 1909-10
2. Architect: Charles Alonzo Rich
Engineers: William P. Field (c1909-10)
Jay A. Jacobs (1933-34)
3. Original and subsequent owner(s): Colgate and Company; Colgate-Palmolive Company
4. Builder, contractor, suppliers: 1909-10: Snare and Trieste, New York, N.Y.
5. Original plans and construction: Originally an eight-story, classicized, steel frame, masonry clad structure characteristic of early 20th century institutional design. 1933-34 alteration added an additional two stories.
6. Major alterations and additions:
1927 addition of seventh story bridge
1933-34 two-story addition, extensive interior modifications
1955-60 cafeteria construction and interior remodeling.

The 1933-34 two-story addition and interior renovation included the following contractors:

Turner Construction Co., New York, N.Y., general contractor
Hoffman-Elias Co., Jersey City, N.J., electrical contractor
Crinnell Co., Inc., sprinkler system
Suburban Bronze Works, Inc., bronze doors and handrails
Otis Elevator Co., new elevator penthouses and equipment
Maxwell Spiro & Co., Inc., Jersey City, N.J., fire escape and stairs.

The 1987 office building reflected five major stages of construction and alteration: original design and construction in 1909-10; addition of the seventh-story bridge in 1927; the two-story addition with extensive interior modifications in 1933-35; cafeteria construction and interior remodeling c1955-56; and repeated remodelings c1960-85. As described below, the original exterior survived intact except for sash replacements. Only some lobby and vestibule details, a lone interior column, and some basement utility details remained from the original interior. The 1933-34

* Capitalized references are photographs included with this documentation, or with other documentation packages for HAER No. NJ-71 and associated structures.

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period was reflected by other lobby and vestibule details, a single fireplace, upper stairwell treatments, and elevator equipment, shafts, and penthouses. The kitchen and cafeteria, respectively on the fifth and fourth floors, and possibly some linoleum floors and dropped ceilings, dated to the 1955-56 period. Modifications from c1960- 85 characterized most 1987 interior partition, ceiling, and floor treatments, obscuring most earlier interior surfaces.

Virtually all interior finishes were altered through time, and remain difficult to reconstruct. Round terracotta columns encased exposed structural steel between floors, and carried the building's hot and cold water, vent, and soil pipes. All but one of the round columns was later enclosed by square plaster columns.

B. Historical context:

1. Original Construction

In June 1909, Colgate and Company purchased the 75-by-100 foot office building site at York and Hudson Streets (Figure 1). By this time, the company had completed much of its new factory construction across York Street, and was planning to move its 300-person headquarters staff to Jersey City from John Street in Manhattan (Jersey Journal 1909; Colgate-Palmolive n.d.). Although the company owned other parcels, this corner lot was probably the closest available one to Exchange Place and transport to Manhattan's financial center.

Colgate retained architect Charles Alonzo Rich to design the building, along with project engineer William P. Field. Field's background remains undocumented, although he designed many Colgate factory buildings in this period. Rich (1855-1943) was a Massachusetts-born architect who practiced from Manhattan for most of his career. He graduated in Engineering at Chandler Institute, Dartmouth College in 1875. In 1882, he went into partnership with Hugh Lamb of New York, and practiced with him until Lamb's death in 1903. Rich then took in a recent M.I.T. graduate, Frederick Mathesius, as a partner, with whom he practiced until his retirement in the later 1930s under the name Rich, Mathesius and Koyl. Rich and Lamb designed a number of New York buildings including theaters, and the later partnership designed at least two Manhattan office buildings: 16 East 41st Street and 12 West 40th Street. Rich's specialty, however, was collegiate buildings, and he was responsible for the design of the main group at Barnard College in New York City, twenty buildings on the campus of Dartmouth College in New Hampshire, and other structures at Williams, Smith and Amherst colleges in Massachusetts and Colgate College in Hamilton, New York. Rich, Mathesius, and Koyl also designed additional buildings at Dartmouth, Smith, and the Peddie School in Hightstown, New Jersey. Although Colgate & Company's selection of Rich remains undocumented, it is possible that his work at Colgate College, named in honor of large donations from the Colgate family, may have led to the office building commission (Withy and Withey 1956: 506; Bachmann 1961: 22).

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Surviving design drawings, which appear to be relatively complete, indicate that Field and Rich designed the office building between June 1909 and April 1910. The structure was completed and occupied later in 1910. The firm of Snare & Trieste, prominent New York contractors for large industrial projects, probably acted as general contractors, although their name appears only on a drawing for a steel-framed, copper-sheathed bridge linking the fifth floors of the 1909-10 office building and the 1906-07 B-7 concrete factory immediately to the south (Snare & Trieste 1910 [drawings]). Rich's relationship with Field in design work is not clear, but was probably limited to ornamental treatments of a generally utilitarian structure. Both men's names appear on most drawings, but only Field is credited on some concerning basic engineering decisions and design alternatives. At different times, alternatives to the eight-story, steel-framed, masonry-clad final design included a ninth story, reinforced concrete construction, and an annex to the west along York Street (Field 1909, no. 19, n.d., no. 1837, and n.d., Diagram-Location of Buildings on Site [drawings]). Colgate & Company enlarged its holdings west of the office building site in February 1910, purchasing two lots on York Street adjacent to an 1889 purchase to form a 100-foot-square parcel (Colgate-Palmolive Company, n.d.). Capped steel I-beam ends, projecting from the completed office building's west side, suggest the annex was anticipated for a time, which explains in part the undecorated treatment of this side. Instead of an annex, however, Colgate built a one-and-two-story steel-framed brick garage (A-2) on this site in 1911, a structure which survived in 1987 (HAER No. NJ-71-B; HAER No. NJ-71, EAST END OF A AND B BLOCKS ON YORK STREET, VIEW TO EAST; Factory Mutual Engineering Association 1962-79).

2. Additions and Alterations, c1927-85

The 1920s construction of conveying systems at the Jersey City plant included many associated pedestrian bridges over streets, linking buildings to limit both travel time between upper floors of adjacent structures and exposure to bad weather. A second pedestrian bridge added to the office building, built in 1927 two stories above the original one, probably appeared in the context of the intra-plant traffic and handling improvements. The seventh-floor link between buildings A-1 and B-7 allowed for somewhat smoother traffic between the office building and the lunch room on the eighth floor of B-7, across York Street. Any possible eighth-floor placement of the second steel-framed, copper-sheathed bridge, for more direct connection with the lunchroom floor, was probably inhibited by the presence at that floor of corporate executive offices and circular-headed windows (VIEW TO NORTHWEST; Colgate & Company 1927b [drawings]; Ball 1931).

Planning of the two-story addition began as soon as the Colgate family took control of Colgate-Palmolive-Peet management. Between October 1933 and February 1934, plant engineer Jay A. Jacobs directed the design of two additional stories for the office building and associated reworking of some interior features. Turner Construction Company, builders of commercial, industrial, and institutional structures throughout the northern United States, acted as general contractors and prepared many of the design drawings. Surviving drawings indicate the project involved four major components: addition of ninth

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and tenth floors, with surface treatment to match the original exterior and rebuilt elevator arrangements; transfer of executive offices from the eighth to tenth floors; redesign of original office spaces to accommodate the executive office move and new departmental arrangements; and redesign of entrance, vestibule, and lobby surfaces. Planning for the latter component was not complete until June 1934; some office partition redesign work took another year.

The Jersey City plant's office building remained the corporate headquarters until 1956. When corporate executive offices moved to Manhattan in that year, the office building became the center of Jersey City plant operations. Redesign and reorganization of interior spaces allowed for a new plant cafeteria, plus offices for some relocated sales and product offices from other Colgate-Palmolive sites. With continual interior alterations, the office building remained the plant headquarters through the last period of plant operations.

Part II. ARCHITECTURAL INFORMATION

A. General statement

1. Architectural character: 105 Hudson Street was a steel-framed, masonry-clad building, characteristic of early 20th century institutional design with classical features, and was one of several such structures built in the Exchange Place area at this time.
2. Condition of fabric: The structure was demolished in 1988.

B. Description of Exterior:

1. Over-all dimensions: The structure was 75.9-by-100 feet in area, with five bays across both the principal Hudson Street facade and the south-facing York Street facade. An 8-by-24-foot light well cut into the north side of the otherwise rectangular structure (Figure 2).
2. Foundations: Colgate and Company's lot was on early 19th century landfill, probably consisting of varied material and requiring pile-supported foundations. Pile clusters, cut off about 1.8 feet below mean sea level, supported concrete pedestals 12 feet wide at the bottom and 6.43 feet high, made of large reinforced concrete blocks. There were more substantial foundations under the portico and entrance doors at the building's northeast corner, where the pile tops and pedestal bottoms were 3 feet lower and supported several plate girders 3 feet high and 18 feet long. The girders, partially supported on an array of 15-inch I-beams, provided the added strength needed to support the heavy limestone portico projecting from the entrance.

3. Walls:

The steel framing created a structure of five bays per side. Exterior masonry finished with classicized proportions and details ornamented the south and east facades. The original structure had a classical tripartite horizontal division of spaces on these sides: a rusticated limestone base; a five-story body; and a two-story attic with entablature. The upper two divisions were clad in beige brick. The north and west facades were of common brick, with the north side once partially hidden by the five-story Fuller Building, demolished c1950 (VIEW TO NORTHWEST; VIEW TO SOUTHEAST; VIEW TO NORTHWEST c1930; Brooks 1980-82). The additional two stories added in 1933-34 were done in matching beige brick.

Aside from structural materials and surface treatment, the major elements of the office building design followed from decisions made about interior layout, and about the building's relationship with surrounding areas and structures. The hollow-square arrangement of office space on most floors, described below, required elevator placement along building sides. Elevator placement influenced entrance and entryway designs, as did the nature of the surrounding urban-industrial environment. Colgate's factory block to the south, across York Street, created freight and worker traffic on York Street not necessarily in keeping with the image a corporate headquarters wished to show visiting clients, executives, or salesmen. The main entrance to the office building was thus placed on Hudson Street, with the freight entrance on York Street. The elevator shafts were placed on the north and west sides, avoiding imposition of windowless vertical bands on the carefully orchestrated south and east facades. This combination of factors explains the asymmetrical placement of the entrances, at the northeast and southwest corners (Figure 2; VIEW TO NORTHWEST; VIEW TO SOUTHEAST).

The Hudson Street facade thus diverged from classicism in the base of the building, where the off-center entrance occupied the northernmost bay, creating an asymmetrical composition. The limestone base itself was divided into two levels: a basement of boasted surface, smooth-edged blocks; and a smooth-faced rusticated ground floor, with the levels separated by a moulded edge water table. An original bulkhead entrance in the southernmost bay, with a large exaggerated keystone feature, was later filled in with obscured glass blocks. The remaining three bays of the Hudson Street basement level consisted of paired windows, each ornamented and secured with a set of curved iron grates of an exaggerated cyma recta pattern. These three bays were enclosed by a light well and brass pipe rail (MAIN ENTRANCE ON HUDSON STREET, TO WEST).

The main base level (first floor) on Hudson Street consisted of four bays to the south of the main entrance, which formed the fifth bay. The paired window bays were set into a rusticated smooth-faced limestone wall, with the center three bays ornamented with inset garlands representing a variety of botanical subjects wrapped in ribbons, such as pineapples, nuts, leaves, grape clusters, etc. Each garland was broken at the center by a limestone keystone flanked by a single voussoir. The southernmost bay lacked the garland ornamentation. The top of the base level was finished with a stone cornice supported by an

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egg and dart moulding and a set of guttae between each bay (MAIN ENTRANCE ON HUDSON STREET, TO WEST). At the southeast corner of the building, the vertical face of the cornice contained inscriptions of the street names, YORK ST. on the south side and HUDSON ST. on the north.

The second through the sixth stories formed the body of the south and east facades. These stories were divided into vertical bays by plain brick pilasters extending the height of the building to the original eighth-floor roofline. These bays each had two windows on Hudson Street, and three windows on the wider York Street facade. The center three bays were slightly recessed to the fifth floor. The end bays had beribboned leaf and berry garlands at the top of the third-story windows, joining the second and third story fenestration in a common limestone surround. The remaining end bays, from the fourth to the tenth floor, had limestone lintels and sills. The fourth floor end bays had guttae-supported sills. Most of the original fenestration had been replaced with a variety of modern windows by 1987 (VIEW TO NORTHWEST; VIEW TO NORTHWEST c1930).

There were raised brick header panels with central circular motifs between the second and third story windows in the three central bays on both ornamented facades. The body of the building was delineated from the attic at the sixth story, where the bays formed a smooth line of windows, capped off with a terracotta entablature of a plain frieze, and an egg-and-dart-decorated ovolo with a simple cornice (VIEW TO NORTHWEST; DETAIL OF FLOORS FIVE TO NINE AT SOUTHWEST CORNER, TO NORTH; Rich and Field 1909-10: [York Street Elevation], [Hudson Street Elevation] [plans]).

The attic of the original building consisted of the seventh and eighth stories. The center three bays had recessed circular-headed windows on the eighth floor. The end bays were identical to those in the main body of the building. The terracotta entablature, which returned around the undecorated west side of the building, was composed of a simple cyma reversa architrave, plain frieze and cornice of cyma reversa, dentils, and egg-and-dart ovolo. The vertical face of the cornice was capped with a copper band, stamped at intervals with a horseshoe motif (VIEW TO NORTHWEST; DETAIL OF FLOORS FIVE TO NINE AT SOUTHWEST CORNER, TO NORTH; Rich and Field 1909-10: [York Street Elevation], [Hudson Street Elevation] [plans]).

The exterior of the two floors added in 1934 were of matching, unornamented beige brick. The fenestration of the ninth and tenth floors echoed that of the original building, with paired windows on the Hudson Street facade and the end bays of the York Street facade, and triple windows in the middle three bays of the York Street facade (VIEW TO NORTHWEST).

Aside from fenestration, the only differences between the two ornamented facades were the pedestrian bridges, freight entrances, and lack of exposed basement surfaces or light well on the York Street side. The fifth and seventh floor bridges entered the center bays on this side, connecting the office building with Building B-7. At the southwest corner of the building, the last ground floor bay was occupied by two entrances, a double man door and a

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freight door, both with glass block transoms (SERVICE ENTRANCES ON YORK STREET, TO NORTH; VIEW TO NORTHWEST; Rich and Field 1909-10: [York Street Elevation], [Hudson Street Elevation] [plans]).

The original fifth-floor, steel-framed bridge was 60 feet long, 18.5 feet high, and sheathed in copper ornamented with pilaster strips and relief panels. It was largely covered with corrugated metal by 1987. The 10-foot-high 1927 seventh-floor bridge was also sheathed in copper, articulated by unornamented pilaster strips spanned by lower crossbuck panels and upper windows or blank panels (VIEW TO NORTHWEST C1930; FIFTH FLOOR, BRIDGE INTERIOR OVER YORK STREET, TO SOUTH; HAER NO. NJ-71, EAST END OF A AND B BLOCKS ON YORK STREET, VIEW EAST...; Colgate & Company 1927b [plans]).

The north facade of the building, which faced Montgomery Street, was of common red brick except for the section east of the light well. Five-foot-wide bands of gray front brick formed borders along the vertical edges of this section, and defined a horizontal band between the sixth and seventh floors corresponding to the division between the body and attic on the ornamented facades. Originally surmounted by a stepped parapet, this section also included a sign panel composed of gray front brick and gray letters at the eighth floor level. Surrounded by a gray brick border, the segmentally arched and shouldered panel read:

ESTABLISHED
1806
COLGATE & CO.
SOAPS
PERFUMES

Sign placement and height was probably influenced by the presence of the Fuller Building immediately to the north, since that five-story structure required any Colgate advertisement to be at least six stories off the ground. During construction of the 1934 addition, the parapet above the sign was built over with red brick, and the gray front brick band was continued along the roofline to create a frame around the sign. This facade also contained utilitarian windows with limestone sills and lintels (Figure 3; VIEW TO SOUTHEAST).

Capped I-beams pierced the west side of the building at every floor level below the ninth, spaced at 14.6-foot centers corresponding to the north-south column intervals. These beams represented plans for an annex to the original office building, plans which Colgate abandoned in favor of a 1911 garage. The original west facade included gray brick banding along the vertical edges and between the sixth and seventh floors, similar to the north facade treatment described above, as well as a parapet at the southwest corner under which there was a gray front brick sign panel with the words COLGATE & CO. The parapets on the north and west facades had limestone caps. Construction in 1934 obscured the sign panel and parapet with a band of gray front brick encompassing the full height of the ninth floor, as well as continuing the gray brick bands around the vertical and roofline edges of the addition. The utilitarian windows had limestone sills and lintels. The original building had a steel

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exterior stairway on the north side of the west facade, later removed (HAER No. NJ-71, EAST END OF A AND B BLOCKS ON YORK STREET, VIEW TO EAST...; Rich and Field 1909-10: 49, 64, 71, and Steel Diagram/Outside Stairway [plans]).

4. Structural systems, framing: Beginning 3.5 feet above mean sea level, the foundations (see section II.B.2.) supported steel columns at 14.6-foot centers north-south and 19- or 20-foot centers east-west. The composite steel columns, diminishing with height from about 16 to 13 inches square, rose about 117.8 feet above the foundations in the original 8-story structure. Gril-lages of 15-inch I-beams, running between columns north-south and at about 4.8-foot centers east-west, supported the floors of the original building. For the two-story addition, the eighth-floor columns were reinforced to support 8-inch and 6-inch I-beam col-umns rising through the added two stories and the elevator pent-houses. The ninth and tenth floors, rising about 25 feet above the eighth floor, rested on 12- and 15-inch I-beams, the latter running between columns north-south while the smaller beams ran east-west at 3.5-foot centers (Figure 1; Rich and Field 1909-10: 1, 2, 3, 5, 14, 15; Jacobs 1933-34: S1-S4, 54a, 55 [plans]).
5. Porches, stoops, balconies, bulkheads: The main entrance to the office building was on Hudson Street, with the freight entrance on York Street. The Hudson Street entrance, a prostyle entrance portico, occupied the northernmost bay of the Hudson Street base level, and included two stylized, engaged Doric order columns (distyle in antis) supporting an entablature with parapet. These features defined a space 8.4 feet wide and 5.2 feet deep, entered by two low cut stone steps. The columns were set on a pedestal of an upper and lower plinth and dado; the bases consisted of a torus, scotia and torus configuration. The fluted shafts were infilled at the top and bottom by a bellflower motif, and were surmounted by rosette-patterned banding. An egg-and-dart-orna-mented echinus and square abacus with moulded upper edge composed the capital. The portico entablature included a double fascia architrave separated from the frieze by a fillet, a panel-orna-mented frieze with the incised inscription COLGATE & C^o- flanked by a triglyph with guttae, and a cornice composed of an astragal, an egg-and-dart ovolo and a mutule-supported, rosette-patterned banded corona. Set back botanical garland strips flanked the festooned blank shield of the parapet, ending in a plain block (MAIN ENTRANCE ON HUDSON STREET, TO WEST).

An original bulkhead entrance in the southernmost bay of the Hudson Street base level, with a large exaggerated keystone fea-ture, was later infilled with obscure glass block.

6. Chimneys: None. The interior was vented through large air filtration/air conditioning units on the roof.

7. Openings:

- a. Doorways and doors: The main entrance to the office building was through the Hudson Street portico (see section II.B.5.). The portico interior was lined with limestone blocks containing acanthus-leafed paterae set in moulded panels. As finished in 1910, the entrance included a revolving door, probably finished in kalomined bronze. The paired glass entrance doors installed in 1934 were framed by a kalomined bronze surround, with simple entablature surmounted by a twelve-light transom containing the painted gold number "105." (MAIN ENTRANCE ON HUDSON STREET, TO WEST; LOBBY INTERIOR, TO SOUTH-EAST; Jacobs and Turner Construction Company 1933-35: 1413-2 [plans]).

The freight entrance on York Street, located at the southwest corner of the building, consisted of paired man doors with a single pane of glass in each. Above these doors was a plain panel with the Colgate-Palmolive insignia, surmounted by an obscure glass block transom. Immediately to the east of this entrance was a single truck bay with an elevated loading dock. Above the overhead door was an obscure-glass-block infilled transom (SERVICE ENTRANCES ON YORK STREET, TO NORTH)

- b. Windows and shutters: The five Hudson Street bays were paired, stone pilaster separated windows, except for the first floor bays were of masonry openings filled with aluminum replacement windows. The three eighth floor center windows were round-arched paired windows. The five bays of the York Street facade were paired windows in the end bays, triple windows in the three center bays, large replacement window groupings on the first floor and round arched triple window groupings on the eighth floor. Most of the original windows were replaced with a variety of modern windows during the periods of renovation. Original windows were wood double hung sash, possibly 2/2 or 3/3, or a combination of both.

8. Roof:

- a. Shape, covering: The flat slag roof was pierced by stair and elevator bulkheads, and a water tower on a platform.
- b. Cornice, eaves: The terracotta entablature above the eighth floor, which returned around the undecorated west side of the building, was composed of a simple cyma reversa architrave, plain frieze and cornice of cyma reversa, dentils, and egg-and-dart ovolo. The vertical face of the cornice was capped with a copper band, stamped at intervals with a horse-shoe motif (VIEW TO NORTHWEST; DETAIL OF FLOORS FIVE TO NINE AT SOUTHWEST CORNER, TO NORTH; Rich and Field 1909-10: [York Street Elevation], [Hudson Street Elevation] [plans]).

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Rooflines of the original and modified building had tile coping. The original and later flat roofs each included two skylights, a water tank, and penthouses for the passenger and freight elevators. At least on the modified building, the penthouses were steel-framed structures with metal siding except where penthouse walls continued directly above exterior building facades. In the latter instance, penthouse walls were fronted with brick to match the facades below. Air conditioning equipment on the roof dated to c1960 (VIEW TO NORTHWEST; VIEW TO SOUTHEAST; HAER No. NJ-71, EAST END OF A AND B BLOCKS ON YORK STREET, VIEW TO EAST...; Rich and Field 1909-10: 49 [plans]; Jacobs 1933-34: 1413-S3 [plans]; Jacobs and Turner Construction Company 1933-35: 1413-12 [plans]; The Conditioning Company, Inc., 1960 [plans]).

- c. Dormers, cupolas, towers: There was a wooden water tower on a platform in the southwest corner of the roof.

C. Description of interior:

- 1. Floorplans: The interior of the building after 1934 was divided into ten floors with a functioning basement. Most floors had a hollow-square arrangement of office space, requiring elevator placement along building sides. The typical office floor plan consisted of offices located around the perimeter of the floor with open space in the middle. Bathrooms above the first floor were located along the west wall, north of the freight elevator and rear stairs (Figure 2; SECOND FLOOR, TYPICAL OFFICE SPACE, TO WEST; Rich and Field 1909-10: 47 [plans]).

- a. Basement: The 10-foot-high basement in 1987 contained the mail room, records storage and a machine shop.
- b. First Floor: The first floor originally contained at least the lobby, reception area and waiting room, and some offices; by 1987 it also had a First Aid station and offices. The ceiling height was fifteen feet. On the north side of the first floor, a vestibule about 13 feet wide and 16 feet deep led into a lobby of equal width which continued west another 26 to 35 feet, past two elevators towards an ornamented staircase. Reception and waiting areas flanked the entrance corridor to the south (Figure 2).

Beyond the bronze vestibule doors, a set of stainless steel doors apparently installed after 1934 created a second small vestibule, within which an information window opened from the south. Opposite the elevators in the lobby, a set of glass double doors opened south into a 14-by-38-foot reception room/ waiting room area, remodelled several times. The mechanism controlling the Colgate clock atop Building B-7/B-8 (HAER No. NJ-71-J) sat in a 12-by-13 foot room west of the

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reception area. A glass panel installed in the east wall of the coat room provided a view of the clock mechanism (Jacobs and Turner Construction Company 1933-34: 1413-2 [plans]).

- c. Upper Floors: Second through seventh floor ceiling heights were 12.5 feet. The eighth floor was 17.8 feet high, and the ninth and tenth floors were each 12.5 feet high (Rich and Field 1909-10: 63 [plans]; Colgate-Palmolive Company Engineering Division 1955-85 [plans]).
2. Stairways: The main stairway was near the center of the north wall. Most of the original cast-iron-and-terrazzo-tread staircase was intact from the first through the eighth floors in 1987, including rosette-ornamented risers and an elaborate festooned cast iron balustrade from the second story landing to the eighth floor, where a simpler cast iron balustrade continued along stairs installed for the two story addition. On the first floor, the staircase bottom originally flared around an ornamental plaster column, with a similar column installed on the first floor landing. The 1934 reconstruction removed the columns and the festooned balustrade below the second floor, replacing the balustrade below the first floor landing with a gold painted spindle balustrade, and enclosing the staircase from the first floor landing to the second floor with a plaster wall (FIRST FLOOR STAIRWAY, TO WEST; SECOND FLOOR, STAIRWAY DETAIL, TO WEST; Rich and Field 1909-10, [Sections of Entrance, Hall, and Bridge] [plans]; Jacobs and Turner Construction Company 1933-35: 1413-2 [plans]).

A utilitarian stairway in the southwest corner of the building rose from the service entrance on York Street.

3. Flooring: The vestibule floor visible in 1987, consisted of a white mosaic surrounded by a brown Greek fret motif, and white marble steps. The original wood office floors were covered with linoleum, tile and carpet.
4. Wall, ceiling, and column finish: Virtually all interior finishes were altered through time, and remain difficult to reconstruct. The vestibule and lobby included gray- veined white marble wainscot and wall paneling, and charcoal- black marble shoe moulding. The remaining walls were plastered and painted. The plaster ceilings throughout the building were obscured by suspended acoustical tile ceilings. The earlier executive offices on the eighth and tenth floors had much decorative plaster detailing. Some interior walls were plastered gypsum block, but many were more portable office partitions which were repeatedly altered until several years before the building's demolition (FOURTH FLOOR, SURVIVING ORIGINAL COLUMN, TO NORTHEAST).

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Round terracotta columns originally encased exposed structural steel between floors, and carried hot and cold water, vent, and soil pipes. All but one column was later encased by square plaster columns.

5. Openings:

- a. Doorways and doors: Interior doorways and doors were utilitarian and unornamented; most were components of portable office partitions. Stairways were accessed by heavy fire doors.
- b. Windows: Most interior window mouldings were removed when the windows were replaced. Original moulding were simple classicized window casings of head, frame and sill.

6. Decorative features and trim: Few original interior details survived in 1987. Original brick fireplaces in the northwest corners of at least some upper floors were later modified or covered over, with only one surviving in 1987 on the fourth floor in a private dining room probably created c1956. Tenth floor executive office decoration, which originally included several elaborately detailed executive offices and a boardroom, consisted in 1987 of two small inset bookcases in the southeast corner of office (FOURTH FLOOR, FIREPLACE, TO NORTH; TENTH FLOOR, SURVIVING EXECUTIVE OFFICE, TO EAST; Jacobs and Turner Construction Company 1933-35: 1413-11A, 1413-16, 1413-17A, 1413-17V, 1413-22 [plans]).

7. Mechanical equipment:

- a. Heating, air conditioning, ventilation: The building always had steam heat and sprinklers. Originally, a boiler in the basement probably provided the heat, but after Colgate & Company built its own boiler house in 1913, steam was piped into the office building under York Street through a 48-inch-diameter tunnel. Central air conditioning was installed c1960 (Rich and Field 1909-10: 44, Detail of Boiler Foundations [plans]; The Conditioning Company, Inc., 1960 [plans]).
- b. Lighting: Fluorescent or recessed overhead fixtures were standard throughout the building in 1987; earlier arrangements are largely undocumented.
- c. Elevators: The 1934 alterations raised the elevator shafts and replaced some of the elevator equipment. For the two passenger elevators, the General Electric 1200-rpm, 240V DC motor generators installed at this time survived in 1987. Two Otis Elevator Company, 800-rpm, 220V, double-screw, tandem-gear DC elevator operating machines, used with these motor generators in 1987, may have dated to the original period of building construction. Other elevator equipment used

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in 1987 was installed in the late 1960s, including pieces used with the single freight elevator. (ROOF, OTIS ELEVATOR OPERATING MACHINE (FOREGROUND) AND MOTOR GENERATOR DC SUPPLY SET; Rich and Field 1909-10: 44 and Detail of Boiler Foundations [plans]; Otis Elevator Company 1933 [plans]).

D. Site

The Colgate & Company office building was erected at the north end of the Jersey City plant, at the northwest corner of Hudson and York streets, one block west of the Hudson River. The building's more decorated south and east sides fronted this intersection, facing the plant to the south and, to the east, Hudson Street leading north to the Exchange Place commercial environment. The classicized First National Bank building along Hudson Street defines the entire block between Montgomery and York Street opposite the Colgate building, and formed a strong visual link between the industrial and commercial area. Except for the office building's brick sign on the north side, it presented a more indifferent face to Exchange Place (Figure 3; VIEW TO NORTHWEST; VIEW TO SOUTHEAST).

Although the office building main entrance was on Hudson Street, the fifth- and seventh-floor pedestrian bridges spanning York Street expressed the building's principal connection to the original Colgate factory block, later B Block. This block presented a continuous mass of three- to eight-story buildings along the south side of York Street opposite the office building. The reinforced concrete factory (B-7), linked to the office building by the bridges, had classicized proportions, height, color, and circular-headed eighth-floor windows similar to those of the original office building. The remaining York Street side of B block had red brick Renaissance and Greek Revival facades which contrasted with the office building's beige south face, but matched in color most of the office building's plain west face, so that the office building's dark and light sides reflected the same color values found along the south side of York Street. Colgate's K block, southeast of the office building, presented a much less defined setting for the office building corner, consisting of parking lot backed by five- and six-story beige brick research and development buildings. A Block behind the office building was largely parking lot, except for the 1911 garage and the earlier small office building to the immediate west and north, respectively. Decorative beige brickwork on the garage, including corbels, keystones, and horizontal channels, mirrored the rusticated limestone facade of the office building's first floor (HAER No. NJ-71, Figure 4; VIEW TO NORTHWEST; OFFICE BUILDING, TO EAST; VIEW TO SOUTHEAST; SERVICE ENTRANCES ON YORK STREET, TO NORTH; HAER No. NJ-71, EAST END OF A AND B BLOCKS ON YORK STREET, VIEW TO EAST...).

PART III. SOURCES OF INFORMATION

A. Plans and Drawings:

Colgate-Palmolive Company retains linen or blueprint copies of most, though not all, plans and drawings made for the office building from 1909 to 1985. As of late 1989, these documents are maintained by the engineering department in the plant's L Block (HAER No. NJ-71-SS). Their ultimate disposition is unclear given the continuing evolution of company plans for the Jersey City plant, but the company is committed to their preservation. Future researchers should contact the company's Office of Corporate Communications at 300 Park Avenue, New York, NY 10022, for access.

Field, William P.

1909 Data & Cross Section Plans of York St./Showing Location of All Pipes and Conduits. June 1909.

n.d.a Diagram - Location of Buildings on Site.

n.d.b Proposed Addition - Office Bldg 9th Floor Plan/Colgate & Co.

Rich, Charles A., and William P. Field

1909-10 Proposed Office Building/Colgate & Company, Jersey City, N.J.
A series of plans, some numbered, some unnumbered, some fragmentary and untitled. Numbered plans include:

- 1 & 2. Foundation Plan[s]. June 1909.
3. Grillage and Basement Plan. June 1909.
4. Detail Plan of Piers, No. 3, "A" & "B". June 1909.
- 5-13. Steel Diagram[s]/[First Floor to Roof]. July 1909.
14. Steel Work/Section Parallel to Hudson Street. July 1909.
15. Steel Work/Section Parallel to York Street. July 1909.
18. Typical Floor and Ceiling Construction. July 1909.
19. Concrete Alternative/Section Parallel to Hudson St. July 1909.
29. Diagram at Light Shaft and Stairs. November 1909.
30. Diagram - Location of Buildings on Site. no date.
31. Detail of Door and Window Frames. no date.
33. Detail of Bridge Connections to Bldg. "H". December 1909.
34. Bridge Over York Street. December 1910.
36. Detail of Window Studding for Bridge over York St. January 1910.
38. Detail of Lighting and Sprinkler Distribution. January 1910.
39. Detail of Door and Window Bucks. February 1910.
40. Changes at First Floor Account of lowering of Mezzanine Floor. February 1910.
43. Column Section at 1st & 2nd Floors. February 1910.
44. Column Section at 3rd, 4th & 5th Floors. February 1910.
45. Column Section at 6th, 7th, & 8th Floors. February 1910.
46. Section Wall Column, Hudson Street. March 1910.
47. Section Wall Column, 3rd, 4th, & 5th Floors. March 1910.
48. Section Wall Column, 1st & 2nd Floors. March 1910.
49. Section Wall Column, 6th, 7th & 8th Floors. March 1910.

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- 49. (sic) Detail of Roof. February 1910.
- 52-61. Detail - Lighting, Sprinklers and Heating/[basement through roof plans]. March 1910.
- 62. Diagram - Steam Heating/Section Parallel to York St. March 1910.
- 63. Diagram - Steam Heating/Section Parallel to Hudson Street. March 1910.
- 64. Cable Sign for Panel - West Elevation. March 1910.
- 65. Cable Sign for Panel - North. March 1910.
- 68. Eighth Floor Plan. March 1910.
- 69. Detail of First Story. no date; torn.
- 71. Detail of Letters for Cable Sign/West Elevation. July 1909.
- 72. Revised Detail - Brick Fireplaces. July 1909.
- 73. Detail of New Wooden Doors/Freight Entrance. December 1909.

Unnumbered plans in this series include:

[York Street Elevations]. no date, torn.
[Hudson Street Elevations]. no date, torn.
[Sections of Entrance, Hall, and Bridge]. no date, no title.
Detail of Tank Support. January 1910.
Diagram - Panel Boards. March 1910.
General Details of Beam Connections for Interior Columns.
October 1909.
Steel Diagram/Outside Stairway. July 1909.
Detail of Grillage & Anchor Bolts. August 1909.
Detail Cantilever Girder. September 1909.
Detail of Wall Columns/First Tier. September 1909.
General Details of Wall Columns - Second Tier. October 1909.
General Details of Wall Columns - Third Tier. October 1909.
General Details of Wall Columns - Roof Tier. October 1909.
Detail of Boiler Foundations. October 1909.
Detail of Bridge Floor and Roof Slabs, Entrance to Bldg "H".
June 1909.
Detail of Passenger Elevator Shaft. February 1910.
Steel Diagram/Proposed Bridge - York Street. July 1909.
Steel Diagram/Revised Framing Around Elevator Shafts and Stair
Wells at Roof. March 1910.

Snare & Triest

1910 Trusses...for Bridge over York St...March 1910. Dwg. 633-T-6.

Colgate & Company

1927a York Street Bridges at 5th & 7th Floors. February 1927. Dwg. 1136

1927b Plot Plan and/Cen. Arr'g't of York St. Bridges/Showing Proposed
7th Floor Bridge. February 1927.

Campbell Solid Metal Window

1928 Colgate Bldg Altn (sic). 3 drawings of Double Hung Window,
Circular Head Wins (sic), and Circular Head Wins/Fabrications
(sic). March 1928.

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Jacobs, Jay A.

1933-34 Colgate-Palmolive-Peet Company/Building A-1, Jersey City.
Series, usually numbered, includes:

- S.K.1. Study for Ceiling - General Office - 10th Floor. no date.
- S.K.2. Study for Ceiling in Lobby on the Tenth Floor. October 1933.
- S.K.3. Plan of Wood & Glass Partitions & Closets, Ninth Floor.
October 1933.
- S.K.5. Study for Directors Room - 10th Floor. October 1933.
- 1413-S1. 10th Floor Structural Plan. October 1933.
- 1413-S2. Main Roof Structural Plan. October 1933.
- 1413-S3. Pent House Structural Plan. October 1933.
- 1413-S4. Column Schedule. October 1933.
- 1413-S5. Column Centers. October 1933.
- 1413-S4a. Column Schedule/Lower Stories. November 1933.
Sketch Showing Design for Main Stair Extension From 8th
to New 10th Floor. November 1933.
Proposed Reinforcement for cols. A3-A2, D3-C3-E6. no date.
Proposed Reinforcement for cols. E7 & F7. no date.
Typical Reinforcement for column E7 for all floors. no date.
Typical Column Splice. no date.

Jacobs, Jay A., and Turner Construction Company

1933-35 Colgate-Palmolive-Peet Company/ Alterations to Building A-1,
Jersey City, NJ. Series includes:

- 1413-1[-11]. Plan of Basement [through 10th floor]. October-December 1933.
Several redrawn as separate sheets.
- 1413-12. Plan of Roof and Pent Houses. October 1933-January 1934.
- 1413-13. Scale Detail of Millwork. December 1933.
- 1413-14. Millwork Detail. December 1933.
- 1413-16. Plan of Board Room - Tenth Floor. January 1934.
- 1413-17A. Full Size Detail of Plaster Cornice/Board Room - 10th Floor.
December 1933.
- 1413-17B. Interior of Board Room/10th Floor. January 1934.
- 1413-18. Stair No. 1. December 1933.
- 1413-19. Bronze Work at Entrance. December 1933.
- 1413-20. Plaster Details/Full Size. January 1934.
- 1413-21. Two Bookcases... 10th Floor. Mr. Pearce's Office. May 1934.
- 1413-22. Book Cases in General Offices/10th Floor. February 1934.
- 1413-26. Lobby Ceiling - 10th Floor. February 1934.
- 1413-29. Stool and Window Front Details. February 1934.
- 1413-37. Full Size Detail of Cornice in First Floor Lobby. June 1934.
- 1413-[?]. Bronze, Marble, & Plaster/Alteration - 1st Floor Entrance.
April 1934.
- 1413-[?]. North Side of Elevator Lobby & Vestibule. April 1934.
 - 2. Details of Wood & Glass Partitions, Bldg. A-1 - 2nd & 7th
Floors. July 1935.
South Side of Vestibule & Elevator Lobby. damaged.

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Jacobs, Jay A., Turner Construction Company, and Hoffman-Elias Company
1934 [electrical drawings for series above:]

- 1413-E-2. Light & Power Riser, Building A-1. February 1934.
- 1413-E-3. Ninth Floor Plan. February 1934.
- 1413-E-3. Tenth Floor Plan. February 1934.

Grinnell Company, Inc.
1934 [Sprinkler Plan for 9th and 10th floors]. January 1934.

Suburban Bronze Works
1934 Colgate-Palmolive-Peet Co./Building A-1, Hudson Street.
Series includes:

- 1. Bronze Doors & Transom/for Inner Vestibule Opening. January 1934
- 2. Bronze Entrance Frame & Doors. January 1934.
- 5. Bronze Radiator Enclosures. February 1934.
- 7. Bronze Handrails on both Sides of Vestibule. February 1934.

Otis Elevator Company
1933 New Penthouse & Shaft Arrangement of Present Elevators Extended
2 Floors. NQ-2213. 2 drawings.

Maxwell Spiro & Company
1933-34 [untitled series:]

- M1. Stair 1. December 1933.
- M2. Stair 2. December 1933.
- M3. Misc. Iron. December 1933.
- M4. Fire Escape. December 1933.
- M5. Framing for Fire Escape. January 1935.
- M3X. Frames in Basement. December 1933.
- F1. Framing for Fire Escape. December 1933.

Truscon Steel Products
1933-34 Alterations to Bldg. A-1 for Colgate-Palmolive-Peet Co.
Three untitled sheets of details, nos. T-27-1, T-27-2, and
A-12246-A.

Colgate-Palmolive Company Engineering Division
1955-85 [numerous drawings of interior alterations, primarily involving
changing partitions]

The Conditioning Company, Inc.
1960 For Colgate-Palmolive Company. Numbered series includes:

- 3264-1. Chilled Water, Condenser Water/& Drain Piping Schematics
for Building A-1. January 1960.
- 3264-2. Steel Piping/Air Conditioning System - Building A-1.
January 1960.
- 3264-3. Wiring Diagrams/Air Conditioning - Building A-1. March 1960.

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- 3264-4. 5th-6th-7th Floor Equipment/Rooms - Air Conditioning - Building A-1. February 1960.
- 3264-5. 3rd Floor & Penthouse/Equipment Area - Air Conditioning - Building A-1. February 1960.
- 3264-6. Basement Equipment Area/Mailing Room Layout - A.C. Building A-1. March 1960.
- 3264-8. Absorption Cold Generator Layout. April 1960.
- 3264-9. Boiler Room - Foundations - Layout. April 1960.

B. Historic Views

The office building appears in a number of aerial views taken or drawn of the Jersey City plant c1920-1987, many of which appeared in The Pulse, a Colgate-Palmolive-Peet Company magazine published c1929-31. Many of these views show the office building with its original eight stories and single bridge over York Street. The only exterior historic view focusing on the building, a photograph on the cover of the July 1931 The Pulse, is reproduced with this documentation, and shows the original building after construction of the second bridge. A photograph reproduced on page 7 of the July 1931 issue shows the frame 19th century Durant home on the lot later occupied by the office building. Searches of Colgate-Palmolive Company archives and libraries for this documentation produced no other views, and at present there are no known historic views of the building interior.

C. Interviews and Personal Communications

Several Colgate-Palmolive personnel, formerly in Engineering Department offices in the office building, provided information on historic uses, changes, and plans or drawings of the building from December 1987 to February 1988. These personnel included James Uriarte, Everett Morrison, and Theodore Mrowzinski. Any future contacts with these men should be sought through the company's Office of Corporate Communications at 300 Park Avenue, New York, NY 10022.

D. Bibliography

1. Primary and Unpublished Sources

- Bachmann, Grover H.
1961 The History and Growth of the Colgate-Palmolive Company. M.A. thesis, Fairleigh Dickinson University.
- Brooks, Joseph C.
1980-82 New Jersey Historic Sites Inventory Survey of Jersey City, New Jersey. Survey Area E. Jersey City: Department of Housing and Economic Development, Urban Research and Design Division.
- Colgate-Palmolive Company
n.d. List of dated purchases, Block 38 [A Block], Jersey City, NJ. On file, Real Estate Department.

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2. Published Sources

Ball, E.A.

1931 Lunch Room Progress - Jersey City. The Pulse III, 8: 13-14.

Factory Mutual Engineering Association - Factory Mutual System.

1962-79 Colgate-Palmolive Company. "Jersey City Plant." Serial No. 70516-B, Index 29368.

Jersey Journal

1909 Colgate to Bring 300 More Over Here. June 15, 1909: 1.

Withey, Henry, and Elsie R. Withey

1956 Biographical Dictionary of American Architects (deceased). Los Angeles: New Age Publishing Co.

E. Likely Sources Not Yet Investigated

Any surviving records of the general contractors for office building construction or alteration may include photographs of interiors; the Turner Construction Company's magazine, Turner Constructor (c1923-31), included photographs of company projects. Pre-1955 Colgate-Palmolive correspondence or reports, could pertain to office building design or construction. Research to date has failed to located any such correspondence or reports.

PART IV. PROJECT INFORMATION

Colgate-Palmolive Company began phasing out its Jersey City operations in 1985, moving them to other company plants. In 1987, the company announced plans to demolish the plant and redevelop the 34-acre site for mixed commercial, residential, and commercial use. The office building was the first major structure scheduled for replacement; it was demolished in 1988. Recognizing the plant's historic significance, Colgate-Palmolive donated historical, descriptive, and photographic data on the office building to HAER.

Project manager and industrial historian:

Michael S. Raber

Raber Associates

81 Dayton Road, South Glastonbury, CT 06073

Architectural historian:

Ulana D. Zakalak

Zakalak Associates

57 Cayuga Avenue, Oceanport, NJ 07757

Photographer:

Cerald Weinstein

Photo Recording Associates

40 West 77th Street

New York, NY 10024

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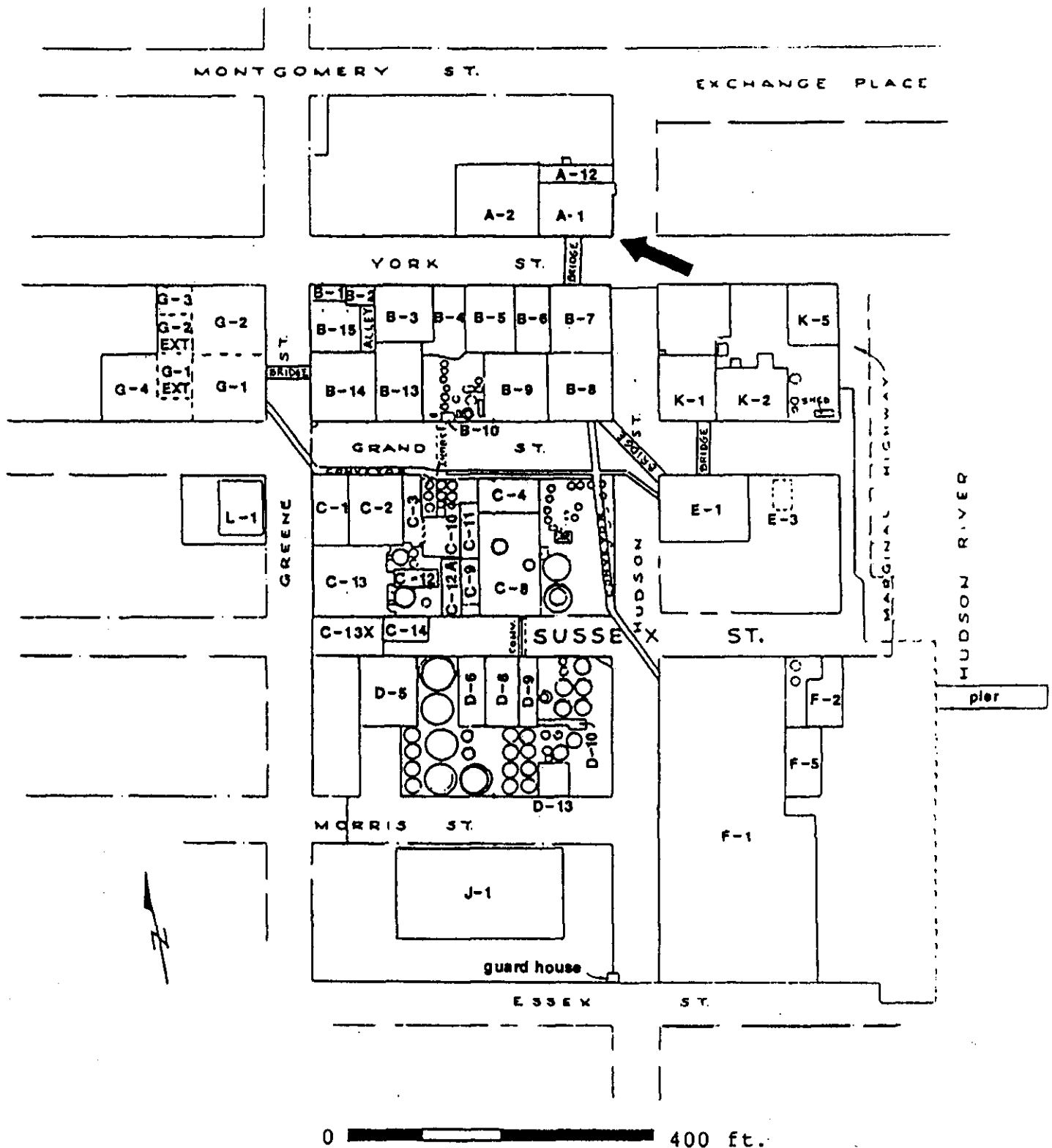


Figure 1. LOCATION OF OFFICE BUILDING (A-1) AT COLGATE JERSEY CITY PLANT

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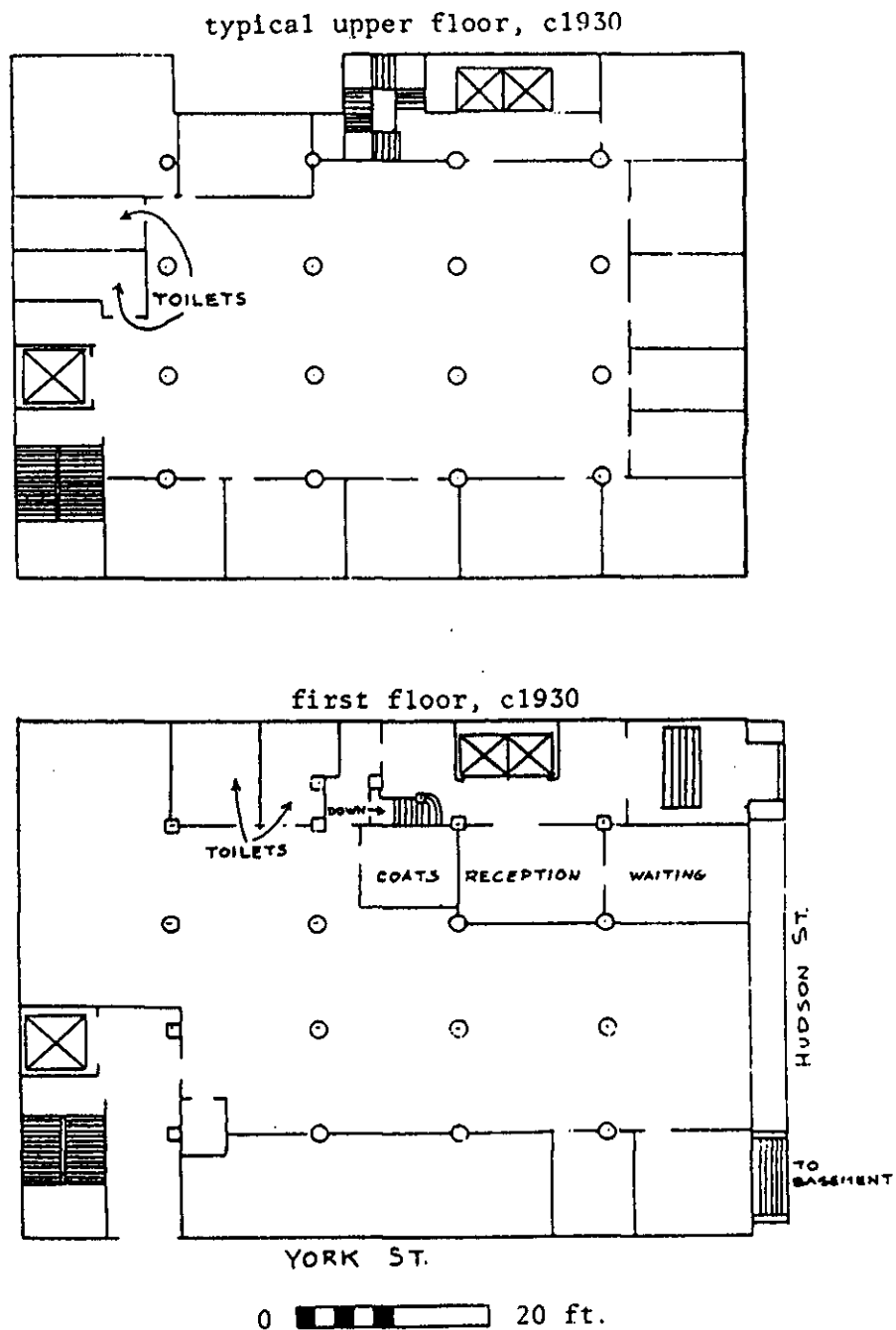


Figure 2. FLOOR PLAN SKETCHES

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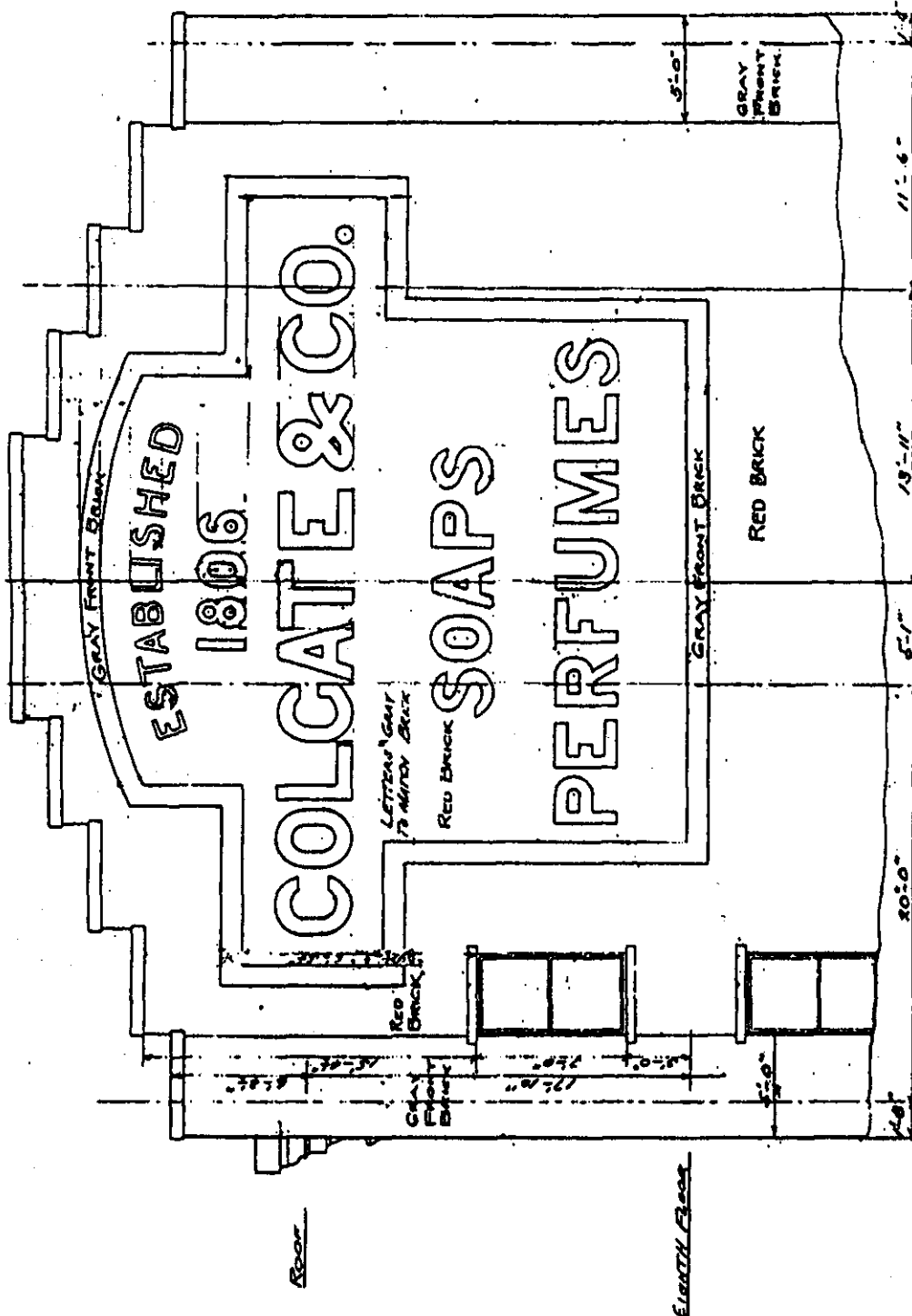


Figure 3. SIGN ON NORTH FACADE
 source: Rich and Field 1909-10: 65